

SOUMAVA MAITI

Senior Manager -
Marketing (Brand &
Digital)

Contact

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LinkedIn

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Skills

Brand Management , ATL

Excellent

Market Research

Excellent

Media Planning Buying

Excellent

BTL , Events , OOH

Excellent

Lead Management System

Excellent

IIM Bangalore certified Senior Marketing Manager and MBA (Marketing) with 12 years experience and proven track record in Pan India - Marketing (Paints,Cement,Construction Chemical & FMCG) & a Certified Digital Marketing Manager (DMI,Ireland - NIIT) with strong marketing technology background. Seeking roles in Brand / Product / Category Management, ATL, BTL , Activation, Media Planning & Buying, Digital Marketing & Transformation, Strategic Initiatives.

Work History

2019-01 -
Current

Senior Marketing Manager

*Nuvoco Vistas Corp Ltd (earlier Lafarge India Pvt Ltd),
Kolkata, West Bengal*

- Brand Management – Double Bull , Concreto , Duraguard – ATL , Digital Marketing , Strategy , Market Research, Media Planning Buying , BTL | Lead Management System , Performance Management, Business Development | Strategic Initiatives & Innovation
- Digital - 4 times mention in Campaign India Digital Facebook Top 20 & Marketing Mind mention alongwith Vivo and Zomato for Amazon Mirzapur 2 campaign
- Nuvoco Home Assist – Lead Generation Portal and Performance Management
- Market Share – Up to 7 % (FY 20 21) from 6 % (FY 18 19)
- E Commerce – Successful Integration with Indiamart with 10 Industry Leader and 50 Leading Supplier Model resulting in 42000 Leads and 17 Crore Value of Lead Conversion
- Whatsapp For Business - Introducing Chatbots for Business
- 50% increase in 3 yrs - Qualified Contractors in Mason & Contractor Loyalty Programme - Nipun

2018-02 -
2019-01

Marketing Lead - ATL BTL

*Dalmia Cement NBS (New Building Solutions), Delhi,
Delhi*

- Market Share – 4 % in Launch Year Dalmia Magic Putty

Digital Marketing & Transformation

Excellent

Strategic Initiatives

Excellent

Business Development

Very Good

Public Relations

Good

Influencer Loyalty Programme

Excellent

Omnichannel Marketing

Excellent

Strategy

Excellent

Campaign Management

Excellent

Project Management

Very Good

Web Analytics

Excellent

Languages

English , Bengali , Hindi

Excellent

2016-12 -
2018-01

- Market Share – 2% increase in Value of Craft Beton , Cement Art - the Luxury Innovative Brand of Dalmia Cement

Brand & Digital Marketing Manager

Linc Pen & Plastics Ltd, Kolkata, West Bengal

- Brand Management – Linc & Uniball – ATL , Digital Marketing ,BTL , Strategy , Market Research, Media Planning Buying, E Commerce , Strategic Initiatives
- Launching the Brand – **Pentonic** the fastest ever Linc Brand to reach 1 Crore Volume in a quarter
- Ensure 11% Value Growth in H2 FY 16 17 as against H1 6% - Yearly Growth 8 %,against target 6 %ensuring 1% Market Share growth
- TOM recall rank up to No 5(FY '18) from No 6(FY '17) (Source : Market Pulse)

2014-10 -
2016-11

Brand & Digital Marketing Manager

Dalmia Cement – OCL India Ltd, Kolkata, West Bengal

- Brand Management – Dalmia DSP – ATL , Digital Marketing , Strategy , Market Research, Media Planning Buying | Business Development , Strategic Initiatives
- To take the Brand Konark DSP Cement from a 210 cr Brand in FY '15 to 525 cr in FY '16 – 150 % value growth in 1 year
- To take the Brand Equity & TOM,SPONT Recall of DSP from 4th Position in FY '15 to 3rd position in FY '16 in East India (Source : IPSOS study)
- 23 % increase in 2 yrs - Qualified Contractors in Mason & Contractor Loyalty Programme - Disha

2010-05 -
2014-10

Brand & Business Development Manager

Berger Paints India Ltd, Kolkata, West Bengal

- Brand Management – Easy Clean – ATL , Digital Marketing , Strategy , Market Research, Media Planning Buying | Sales Force Automation - Microsoft Dynamics CRM | Business Development & Strategic Initiatives
- Brand Easy Clean from a 25 cr Brand in FY '11 to 100 cr in FY '14 – 300 % value growth in 3 years

- Brand Equity & TOM, SPONT Recall of Easy Clean from 4th Position in FY '11 to 2nd position in FY '14 in Pan India in its Category (Source : IMRB, Nielsen study)
- Top 50 position (37th Rank) in the prestigious BrandZ rank of Millward Brown brand ranking in FY '14
- Launch the entire Sales Force Automation(SFA) programme of Microsoft Dynamics CRM with Aegis
- Launch Durgapuja Property – Berger Priyo Pujo in answer to Asian Paints' Sharad Samman
- Qualified Painters in Painter Loyalty Programme – Lift & Win - 86 % increase in 4 yrs
- Brand Mention in Social Samosa and Outdoor Asia

Education

2021 -22	Professional Certificate – Brand & Marketing Research Strategy (IIM Bangalore) Grade – 1 st Class
2008-04 - 2010-05	MBA: Marketing <i>Indian Institute of Social Welfare And Business Management - Kolkata</i> 1st division and Score - 65.81%
2003-04 - 2007-03	B.Sc: Economics <i>Presidency College (University of Calcutta) - Kolkata</i> 1st division and 65.75% score
2002-04 - 2004-03	HSC: Eco,Stat,Math <i>R.K.Mission Residential College, WBCHSE - Kolkata</i> • 1st division and score - 79.6%
1997-04 - 2002-03	SSC: General Studies <i>Ramakrishna Mission Vidyalaya - Narendrapur -WBBSE - Kolkata</i> 1st division and score - 88.5%

Certifications

2022 -01	Professional Certificate with Grade – 1st class in Brand & Marketing Research Strategy from IIM Bangalore
2016-05	Professional Diploma in Digital Marketing - DMI Ireland NIIT